CONTRACT



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

Strategic Media Services 3299 K Street NW, Suite 200 Washington, DC 20007 USA

	Contract / Rev	<u>/ision</u>		Alt Order #		
	484929	1		06226694		
Product						
DEAN HELLER 4 SENATE						
Contract Dates	Estimate #					
10/03/12 - 10/09/12						
<u>Advertiser</u>			<u>Ori</u>	iginal Date /	Revision /	
Dean Heller For Senate			1	0/02/12	/ 10/03/12	
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade	
	EOM/EOC	Broadcast			Cash	
	<u>Station</u>	Accour	nt E	<u>xecutive</u>	Sales Office	
	KVVU	Teresa	Dif	furia	TELEREP-PHIL	
	Special Hand	ing				
	Demographic					
	Adults 35+					
	IDB#	Advert	iser	Code	Product Code	
	A			Advertions	Dof	
	Agency Ref			Advertiser	<u>Kei</u>	

Spots/ Length Week Rate Type Spots Amount Start/End Time Days Ch Start Date End Date Description \$300.00 NM Cops/Dog The Bounty Hunter1-2pm KVVU 10/03/12 10/05/12 Spots/Week Rate Start Date End Date <u>Weekdays</u> \$100.00 10/07/12 3 Week: 10/01/12 --WTF--Type Length Rate Start/End Time <u>Weekdays</u> Date Range <u>Description</u> Spot Ch \$100.00 NM ---WThF-:30 1 KVVU 10/01/12-10/07/12 Cops/Dog The Bounty Hunter1-2pm See MG 15.5 NM :30 \$100.00 2 KVVU 10/01/12-10/07/12 Cold Case Files 1-2pm ---WThF----See MG 15.4 ----ThF----.30 \$100.00 NM 4 KVVU 10/04/12-10/05/12 Cops/Dog The Bounty Hunter1-2pm MG for 15.2 10/03 :30 \$100.00 NM ----Th-----5 KVVU 10/04/12-10/04/12 Cops/Dog The Bounty Hunter1-2pm MG for 15.1 10/04 \$200.00 NM 2 :30 Cops/Dog The Bounty Hunter1-2pm N 16 KVVU 10/08/12 10/09/12 Spots/Week Rate End Date <u>Weekdays</u> Start Date \$100.00 10/14/12 MT----2 Week: 10/08/12 \$175.00 :30 NM 4-5p KVVU 10/03/12 10/05/12 The Dr.Oz Show Spots/Week Rate End Date <u>Weekdays</u> Start Date \$175.00 10/07/12 3 Week: 10/01/12 Start/End Time Length Rate Type <u>Weekdays</u> Spot Ch Date Range <u>Description</u> ---WThF----:30 \$175.00 NM 1 KVVU 10/01/12-10/07/12 The Dr. Oz Show 4-5p See MG 27.4 NM ---WThF----:30 \$175.00 4-5p 2 KVVU 10/01/12-10/07/12 The Dr.Oz Show See MG 27.4 \$550.00 NM :30 630-7pm KVVU 10/03/12 10/05/12 MORE Access 27 Spots/Week Rate Start Date **End Date** Weekdays \$200.00 Week: 10/01/12 10/07/12 --WTF--Type Start/End Time **Length** <u>Rate</u> <u>Weekdays</u> Spot Ch Date Range <u>Description</u> \$200.00 NM 1 KVVU 10/01/12-10/07/12 MORE Access ---WThF----:30 630-7pm See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 NM ---WThF----:30 \$200.00 2 KVVU 10/01/12-10/07/12 MORE Access 630-7pm See MG 31.4 NM 630-7pm ---WThF----:30 \$200.00 3 KVVU 10/01/12-10/07/12 MORE Access See MG 27.4 NM :30 \$550.00 ----ThF----4 KVVU 10/04/12-10/05/12 Fox 5 News at 6pm M-F 6-630pm MG for 21.1,21.2,27.3

(* Line Transactions: N = New, E = Edited, D = Deleted)

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KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

Contract / Re	vision	Alt Order #
484929	1	06226694

Contract Dates Product Estimate #
10/03/12 - 10/09/12 DEAN HELLER 4 SENA

Advertiser Original Date / Revision

Dean Heller For Senate 10/02/12 / 10/03/12

Spots/

		Spots	S/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel	k Rate	Type Sp	ots	Amount
N 29 KVVU 10/03/12 10/05/12 Extra	M-F 7-730p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12wTF 3	<u>Rate</u> \$300.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 KVVU 10/01/12-10/07/12 Extra	M-F 7-730p	WThF :30	\$300.00	NM		
See MG 31.4	M = 7 700=	WThF :30	¢200.00	0/04		
2 KVVU 10/01/12-10/07/12 Extra See MG 31.4	M-F 7-730p	wThF :30	\$300.00	NM		
3 KVVU 10/01/12-10/07/12 Extra	M-F 7-730p	WThF :30	\$300.00	NM		
See MG 31.4						
N 31 KVVU 10/03/12 10/05/12 TMZ	730-8p_	:30		NM	1	\$2,100.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12WTF 3	<u>Rate</u> \$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 KVVU 10/01/12-10/07/12 TMZ	730-8p	WThF :30	\$500.00	NM		
See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 2 KVVU 10/01/12-10/07/12 TMZ	730-8p	WThF :30	\$500.00	NM		
See MG 31.4	730-ομ	willi30	\$300.00	14141		
3 KVVU 10/01/12-10/07/12 TMZ	730-8p	WThF :30	\$500.00	NM		
See MG 31.4		- 00	* 0.400.00			
4 KVVU 10/05/12-10/05/12 Fox 5 News M-F 10p-11p	10p-11p	F :30	\$2,100.00	NM		
(h) MG for 29.1,29.2,29.3,27.2,31.2,31.3						
			1 - 1 -		104	PE4 27E 00

Totals 101 \$51,275.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/09/12	101	\$51,275.00	\$43,583.75
Totals	101	\$51,275.00	\$43,583.75

Signature:	Date:	
Sionalure:	Date.	

CONTRACT



KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

Strategic Media Services 3299 K Street NW, Suite 200 Washington, DC 20007 USA

	Contract / Rev	<u>/ision</u>		Alt Order #		
	484929	1		06226694		
Product		,				
DEAN HELLER 4 SENATE						
Contract Dates	Estimate #					
10/03/12 - 10/09/12						
Advertiser				iginal Date <i>i</i>		
Dean Heller For Senate			C	09/26/12	/ 09/26/12	
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade	
	EOM/EOC	Broado	Broadcast		Cash	
	Station	Accou	nt E	xecutive	Sales Office	
	KVVU	Teresa	ı Di	furia	TELEREP-PHIL	
	Special Hand	ling				
	Demographic					
	Adults 35+				,	
		-				
	IDB#	Adver	ise	r Code	Product Code	
	Agency Ref	1		Advertiser	Ref	

Spots/ Type Spots Amount Length Week Rate Start/End Time Days *Line Ch Start Date End Date Description NM \$400.00 :30 MORE Access 630-7pm 10/05/12 27 KVVU 10/03/12 Rate Spots/Week End Date Weekdays Start Date \$200.00 10/07/12 --WTF--Week: 10/01/12 <u>Type</u> **Length** <u>Rate</u> Start/End Time <u>Weekdays</u> **Description** Date Range Spot Ch NM \$200.00 ---WThF---:30 MORE Access 630-7pm 1 KVVU 10/01/12-10/07/12 See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 NM 2 \$1,000.00 :30 730-8p N 31 KVVU 10/03/12 **TMZ** 10/05/12 Rate End Date Spots/Week <u>Weekdays</u> Start Date 3 \$500.00 -WTF--Week: 10/01/12 10/07/12 Type <u>Rate</u> <u>Weekdays</u> **Length** Start/End Time Description Date Range Spot Ch :30 \$500.00 NM ---WThF----1 KVVU 10/01/12-10/07/12 TMZ 730-8p See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 NM \$11,700.00 :30 NFL Late Game 10/07/12 NFL Late Game 40 KVVU 10/07/12 Spots/Week <u>Rate</u> Start Date End Date <u>Weekdays</u> \$5,500.00 2 10/07/12 Week: 10/01/12 Type <u>Length</u> <u>Rate</u> Start/End Time Weekdays Description Spot Ch Date Range NM \$5,500.00 :30 NFL Late Game 1 KVVU 10/01/12-10/07/12 NFL Late Game See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 :30 \$5,500.00 NM ----SL NFL Late Game 2 KVVU 10/01/12-10/07/12 NFL Late Game See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 NM Special Early News---W-----:30 \$900.00 Special Early News 3 KVVU 10/03/12-10/03/12 MG for 31.1,27.1,40.2,40.1 NM NCAA Football Ear----Sa--:30 \$2,150.00 4 KVVU 10/06/12-10/06/12 NCAA Football Early Game MG for 31.1,27.1,40.2,40.1 MN \$1,200.00 :30 Special Early News-----Sa--5 KVVU 10/06/12-10/06/12 Special Early News MG for 31.1,27.1,40.2,40.1 NM M-Sa 8-10p/Su 7-1---W-----:30 \$825.00 TMZ 6 KVVU 10/03/12-10/03/12 MG for 31.1,27.1,40.2,40.1 \$2,000.00 NM :30 Fri 8p-9p X Factor 7 KVVU 10/05/12-10/05/12 MG for 31.1,27.1,40.2,40.1 NM :30 \$2,475.00 Fri 9p-10p ----F----Fringe 8 KVVU 10/05/12-10/05/12 MG for 31.1,27.1,40.2,40.1 NM :30 \$2,150.00 NCAA Football Early Game NCAA Football Ear----Sa--9 KVVU 10/06/12-10/06/12 MG for 31.1,27.1,40.2,40.1 \$51,275.00 108 Totals

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KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

	Contract / Revision 484929 /	Alt Order # 06226694
Contract Dates 10/03/12 - 10/09/12	Product DEAN HELLER 4 SENA	Estimate #
Advertiser Dean Heller For Senate		inal Date / Revision 9/26/12 / 09/26/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/09/12	108	\$51,275.00	\$43,583.75
Totals	108	\$51,275.00	\$43,583.75

Signature:	Date:	

REP HEADLINE# 6226694 TRF# 484929 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

ADV AGY

#

ORDER PRDCT

REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENC ORDER WORKSHEET

-4100 FAX# 610-225-1191
AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES * OCT3/12 12.44 *** KVVU-TV ***

CITY TAX FLIGHT 1751 DATES OCT3/12 DEAN HELLER 4 AGY. ADV. STATE TAX SENATE NAME NAME OCT9/12 STRATEGIC MEDIA SERVICES POLI/D HELLER/R/SEN/NV WASHINGTON, 3299 K. EST# CONTRACT WK-1 STREET # COMMENTS: DC 20007 6226694 WW, CO-OP BILLING SUITE (FINE, 200 ORDER, INVOICE) NEEDED BUYER NAME CLASS: NATL. REP.# SALES PRSN PH-NEIL O 円 円 . # WILLIAMS TERESA LOCAL 762 DATE OCT3/12 DIFURIA REGIONAL SALESMAN # 12.44

OK'D M5 SEE TO ROSE TOTAL SAME LINE 57 12

REP:

PLS CNF THANKS

STA:

CON CM * * * * THIS S Ø CASH H ADVANCE SCHEDULE

PROGRAM: EXTRA CON COM1: MAX 1X DAY	29 S 700P-730P	PROGRAM: NEWS ORD COM1: SPOTS N/A DUI THIS IS A MAKE-GOOD FOR THIS IS A MAKE-GOOD FOR THIS IS A MAKE-GOOD FOR	52 A 1000P-1100P	PROGRAM: MORE CON COM1: MAX 1X DAY	27 s 600p-700p	:LINE#:REP :CD: TIME PERIOD
	30	E TO RATE OCT3 ON OCT3 ON	30		30	: LGTH :
	\$300.00	MG OFFER 10, INE-27 FOR 1, INE-29 FOR 3, INE-31 FOR 2	\$2,100.00		\$200.00	SEC : RATE
	10/3	X X NOH	10/5		10/3	: START
	10/5	PRE-BOOKED	10/5		10/5	: END : DATE
	0	PLS APPROVE.	Н		0	: SPTS: WEEK
	М Н	,	FRI		W - н	7T :
						DAYS
	0		Н		0	:TOTL:

OCT3/12 12.44 *** KVVU-TV ***

REP HEADLINE# 6226694 TRF# 484929 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$ REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENO ORDER WORKSHEET FAX# 610-225-1191
AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES *

OCT/12 51275.00	PROGRAM: TMZ CON COM1: MAX 1 STATION MAKEGOOD OFFERS M5 OK'D BUY#27 BUY#29 BUY#31	31 s	:LINE#:REP :CD:
00	MHS A	730P-800P	TIME PERIOD
	DAY MISSED:W-F/600P-700P W-F/700P-730P W-F/730P-800P OFFER:FRI/1000P-1100P CMT:SPOTS N/A DUE TO	30	: LGTH : SEC
	O RATE.	\$500.00	RATE
	OCT3 OCT3 (3/WK) OCT3 (2/WK) OCT5 OCT5	10/3	: START
	NEWS. NO	10/5	: END : DATE
CO	H W W W W W W W W W W W W W W W W W W W	0	:SPTS:
CONTRACT TOTAL TOTAL	30S \$200.00 30S \$300.00 30S \$500.00 30S \$2,100.00	W-F	PTS: WEEK:
	(OCT3/12) PLS ADVISE. APPROVE.		DAYS
51275.00 101	∵	0	:TOTL:

MARKET TOTALS \$256,375 **KVVU 20%** KSNV 28% KTUD 0% KLAS 26% KTNV 18% KVMY 5% KVCW ω « CABL 0%

SVC- NSI DEMOS- RA35+*

MOD CODE P-CLASS, PLAN, SECT A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS DE-DELETE E-EFF DATES PER WEEK THIME L-LENGTH X-LATE Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE

848 \$\$\$ HEADLINE# 6226694 TRF# 484929 MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *:

SEP26/12 10.51 *** KVVU-TV ***

CITY TAX	FLIGHT DA	PRDCT DI	ORDER #			AGY # 1751	ADV #	
STATE TAX	DATES OCT3/12 OCT9/12	DEAN HELLER 4 SENATE				AGY. NAME	ADV. NAME	
CO-OP BILLING NEEDED.	9/12 WK-1	EE EST# COMMENTS: (LINE, ORDER, INV	CONTRACT # 6226694	WASHINGTON, DC 20007	3299 K. STREET NW, SUITE 200	STRATEGIC MEDIA SERVICES	NAME POLI/D HELLER/R/SEN/NV	
DATE_SEP26/12 10.		, INVOICE)	CLASS: NATL. LOCAL REGIONAL		SALES PRSN PH- TERESA DIFURIA	BUYER NAME NEIL WILLIAMS	REP.#OFF.#_762SALESMAN #	

REP:

TOTAL SAME PLS CNF THANKS TO ROSE FR NIKKI OK'D M1 SEE LINES 43-48

STA:

CON CM *** THIS S Þ CASH IN ADVANCE SCHEDULE *****

: LINE#: : : : : : : : : : : : : : : : : : :	: LGTH : S	SEC : RATE	: START	: END	: SPTS: WEEK	WEEK :	DAYS	: TOTL:
27 s	30	\$200.00	10/3	10/5	N	₩- <u></u>		N
PROGRAM: MORE CON COM1: MAX 1X DAY								
43 A 730P-800P	30	\$900.00	10/3	10/3	Д	WED		
PROGRAM: NEWS AFTER DORD COM1: SPOTS N/A. STATHIS IS A MAKE-GOOD FOR THIS IS A MAKE-GOOD FOR	EBATE EE MG OFF OCT3 ON OCT7 ON	NOT PRE-BO E-27 FOR 1 E-31 FOR 1 E-40 FOR 2	OKED PLS ADVISE. SPOT/WK SPOT/WK SPOTS/WK	•				
44 A 1130A-400P	30	\$2,150.00	10/6	10/6	Ν	SAT		N
PROGRAM : COLLEGE FOOTI ORD COM1: SPOTS N/A. SI PART OF A MAKEGOOD MADE	FOOTBALL A. SEE MG OFFER. MADE UP OF LINES	R. NOT PRE-BOOKED PLS ES 43-48	PLS ADVISE.					

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES ** SEP26/12 10.51 *** KVVU-TV ***

(SEP26/12) PLS ADVISE.	\$\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$	P	บ า	OCH3 OCH3 OCH7(2/WK) OCH6(2/WK) OCH6(2/WK) OCH6	4 4 6 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	PROGRAM : NFT MAKEGOOD OFFERS: W-F/730P-80 BUY#31 W-F/730P-80 BUY#40 OFFER:WED/730P-80 & SAT/1130A-4 & SAT/730P-80 & WED/930P-10 & FRI/800P-90 & FRI/900P-10	PRO STATION MA M1 OK'D
0	SUN	0	10/7	10/7	\$5,500.00	S 10	C 4
N	M – F	N	10/5	10/3	\$500.00	31 S 730P-800P 30 PROGRAM : TMZ	P ω
				PLS ADVISE.	NOT PRE-BOOKED	PROGRAM : FRINGE ORD COM1: SPOTS N/A. SEE MG OFFER. PART OF A MAKEGOOD MADE UP OF LINES	PR OR PA
H	FRI	Н	10/5	10/5	\$2,475.00	48 A 900P-1000P 30	
				PLS ADVISE.	NOT PRE-BOOKED 43-48	PROGRAM : X FACTOR ORD COM1: SPOTS N/A. SEE MG OFFER. PART OF A MAKEGOOD MADE UP OF LINES	PR OR PA
1	FRI	Н	10/5	10/5	\$2,000.00	47 A 800P-900P 30	
				PLS ADVISE.	NOT PRE-BOOKED 43-48	PROGRAM : TMZ ORD COM1: SPOTS N/A. SEE MG OFFER. PART OF A MAKEGOOD MADE UP OF LINES	PR OR PA
1	WED	Н	10/3	10/3	\$825.00	46 A 930P-1000P 30	
				PLS ADVISE.	NOT PRE-BOOKED 43-48	PROGRAM: NEWS AFTER FOOTBALL ORD COM1: SPOTS N/A. SEE MG OFFER. PART OF A MAKEGOOD MADE UP OF LINES	PRO ORD PAR
1	SAT	Н	10/6	10/6	\$1,200.00	45 A 730P-800P 30	
:SPTS:	HNVT :	: /WK:	: ENU	: START	C : RATE	P :CD: TIME PERIOD : LGTH : SE	: LINE#: REI

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *

及円 P

HEADLINE# 6226694 TRF# 484929 MOD# 0: UNAPPROVED REV #1 \$\$\$

SEP26/12 10.51 *** KVVU-TV ***

: LINE#:REP :CD: OCT/12 51275.00 THME PERIOD LGTH SEC RATE START DATE END :SPTS: CONTRACT TOTAL TOTAL SPOTS HNVT : DAYS 51275.00 108 :TOTL: SPTS:

MARKET TOTALS \$256,375 KVVU 20% KSNV 28% KTUD 0% KLAS 26% KTNV 18% AMVX % (J) KVCW ω ‰

CABL

%

SVC- NSI DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK H-HHME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE